

## Message Text

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PAGE 01 GUAYAQ 01408 101944Z

47

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 101840Z DEC 74

FM AMCONSUL GUAYAQUIL

TO USDOC WASHDC

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3527

UNCLAS GUAYAQUIL 1408

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL FAIR

REF: A. USDOC 17232; B. QUITO 8331; C. USDOC 18020

1. FERNANDO LEBED, DIRECTOR GENERAL OF FERIAS, S.A., CALLED ON CONGEN COMMERCIAL OFFICER DEC. 6 TO ASK RE RESPONSE FROM USDOC TO OCT. 21-22 GUAYAQUIL VISIT OF MR. THOMAS (REF A). HE SPECIFICALLY ASKED IF WE HAD RECEIVED CONFIRMATION RE USG PARTICIPATION IN INTERNATIONAL FAIR TO BE HELD IN SEPTEMBER-OCTOBER 1975.

2. LEBED WAS BRIEFED ON CONTENTS OF REF A, ESPECIALLY USDOC DESIRE TO DETERMINE DEGREE OF INTEREST BEFORE DECIDING OFFICIAL PARTICIPATION. LEBED OFFERED TO SUPPLEMENT EFFORTS OF CONGEN TO SOLICIT POTENTIAL PARTICIPANTS. HE STATED, HOWEVER, THAT HE MUST HAVE A DEFINITE ANSWER BY END OF JANUARY, SAYING THAT HE WILL HAVE TO BUILD MORE PAVILIONS TO ACCOMMODATE ALL THE COUNTRIES WHICH WANT TO PARTICIPATE AND NEEDS TO KNOW SOON IF WILL TAKE " ... THE BIG ONE". THE FACT THAT LEBED, AN EXCEPTIONALLY BUSY MAN, TOOK TIME AND INITIATIVE TO CHECK ON U.S. COMMITMENT CONFIRMS HIS STRONG DESIRE FOR OUR PARTICIPATION. WE FEEL THAT HIS DEADLINE OF END OF JANUARY IS REASONABLE AND WE URGE THAT IT BE MET.

3. CAN USDOC PROVIDE GUIDELINES RE NUMBER OF FIRMS WHO MUST SHOW INTEREST AT THIS TIME TO ACHIEVE "STRONG LIKELIHOOD" (PARA 3, REF A) OF EXPANDING EXHIBITORS TO 50-80? CAN POST COUNT ON USDOC TO INITIATE CONTACTS WITH NTM-NTE FIRMS IN U.S.? IT POSSIBLE THAT AT UNCLASSIFIED

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THIS EARLY DATE EXPRESSIONS OF INTEREST OR DISINTEREST FROM LOCAL

AGENTS AND DISTRIBUTORS CANNOT BE CONSIDERED DEFINITE COMMITMENTS  
BECAUSE SOME WILL HOLD BACK UNTIL ADVISED OF COST OF PARTICIPATION  
AND AVERAGE SPACE AVAILABLE. AS PER REF B, HOWEVER, WE HAVE LITTLE  
DOUBT AT THIS TIME THAT SPACE CAN BE FILLED.

4. REPLY TO REF C WILL BE FORWARDED ASAP. ANSWERS TO QUESTIONS  
ASKED IN THIS TELEGRAM WILL BE HELPFUL IN GETTING ACCURATE  
RESPONSE FROM LOCAL AGENTS AND DISTRIBUTORS OF U.S. PRODUCTS.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Reference:** A. USDOC 17232; B. QUITO 8331; C. US, DOC 18020  
**Review Action:** RELEASED, APPROVED  
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**Review Content Flags:**  
**Review Date:** 12 JUN 2002  
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**To:** COM  
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